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"Longview"

Country home of Robt.O.Rubel,Jr.

Crichton, Ala.

GREENHOUSES:
MOFFATT ROAD
OPP. BIENVILLE RESERVOIR
SUBURBAN TO MOBILE

LIBRARY
RECEIVED
★ NOV 26 1930 ★
U.S. Department of Agriculture

October 1st, 1930

To the trade:

Here's a special offer on three year old azaleas:

If you have thought of buying azaleas this Fall,
you will be interested in this 60 day offer.

Read description of varieties and see actual photos
of this stock on inside pages.

Azaleas are the most popular and fastest selling
plants handled by florists and nurserymen.

NOTE: The usual careful packing free; and
transportation charges will be prepaid if check accompanies
order.

Only a limited number of these collections will be
placed on the market this Fall. Order early and avoid
disappointment.

For other varieties and sizes, see back cover page.

Azaleas from "Longview" will more than satisfy you.

Sincerely,

Robt. O. Rubel, Jr., Prop.

Just A Corner
In Our
Lath House



Note The
Compact Growth
Of Azaleas

MEMBER



MOBILE

TO GROW AZALEAS SUCCESSFULLY

*Azaleas must
be planted
in SPONGY,
well drained,
ACID soil.*

Imported granulated peat moss is the best and most economical medium available to condition either a heavy, stiff or light sandy soil, making the soil spongy.

The fine hair-like feeding roots of azaleas readily penetrate the acid peat moss. For this reason peat moss should always be incorporated with most soils, in proportions of 10 to 30 per cent., if well rotted, acid-reacting humus cannot to be had.

For the convenience of our customers who have difficulty in securing peat moss, we offer at wholesale, direct imported German granulated peat moss in original burlaped bales, weighing approximately 175 pounds at the following net, cash with order prices, f.o.b. Mobile.

1 bale	@	\$3.00
5 bales	@	2.85
10 bales	@	2.65
25 bales or more	@	2.45

Smaller quantities put up in cotton sacks, approximately one and one-half bushel, delivered prepaid, \$1.50.

IF YOUR SOIL IS NOT ACID OR SOUR

*You MUST
HAVE AN
ACID SOIL
to grow
these plants
successfully.*

You cannot grow azaleas in alkaline, neutral or even slightly acid soils, even though the physical characteristics are congenial.

Chemicals such as aluminum sulphate or tannic acid can be used to change slightly alkaline or neutral soils to an acid reaction. These chemicals may be dissolved in water and sprinkled on the soil or broadcast over the surface and washed in.

Ground aluminum sulphate is the most economical chemical to use on alkaline or neutral soil. It requires from one-fourth to two pounds of aluminum sulphate as a top dressing for each square yard of ground area. The quantity needed depends entirely on the present degree of acidity or alkalinity of your soil. Your county farm demonstrator or State Agricultural College will test your soil gratis and make recommendations.

This material is difficult to secure in many towns throughout the U. S. For this reason we have been supplying our customers with a recognized standard brand at the following wholesale prices:

1 pound . . . \$.25 prepaid	25 pounds (f.o.b. Mobile) \$2.50
6 pounds . . . 1.00 prepaid	50 pounds (f.o.b. Mobile) 4.00
10 pounds . . . 1.50 prepaid	100 pounds (f.o.b. Mobile) 7.50
Barrels, 440 pounds, f.o.b. Mobile at 6 1/2 c per pound	

"Longview"

ROBT. O. RUBEL, JR., PROPRIETOR
CRICHTON, ALABAMA

"Azalea Cultural Hints" accompanies each shipment of Azaleas

WHAT OUR CUSTOMERS THINK OF "LONGVIEW" AZALEAS

NAMES AND ADDRESSES ON REQUEST

May 21, 1930

Maryland

Shipment of Azaleas were received in excellent shape and I am greatly pleased with them.

May 18, 1929

Florida

The 110 Azaleas recently purchased of you were received in perfect condition and were the best packed of any plant ever received in 20 years experience.

May 27, 1930

Penna.

Azaleas arrived today in fine condition. The plants are in the best of condition and am well pleased. Find I can use another ten, enclosing check, please ship at once.

July 8, 1930

North Carolina

The azalea plants ordered from you a few months ago were received in excellent condition and I should have advised you before this but I waited purposely to see how they would thrive and then write you. Needless to say they are doing excellently and making fine growth which I attribute to the very well developed root system the plants had when they reached me.

July 3, 1930

Florida

A few days ago the azaleas came in. They were a delightful surprise. Not a leaf ruffled. I have never received plants so well packed. Even cut flow-

ers come with more careless packing than you give your plants. The small florist especially appreciates your delivery, as our loss is so heavy due to poorly packed goods.

April 29, 1930

Georgia

The azaleas arrived duly, in unusual good order as is so of everything from you.

April 25, 1930

Florida

Azaleas arrived in fine shape as usual. Am well pleased.

April 25, 1930

Louisiana

The Azaleas came in due time in fine condition.

April 23, 1930

Florida

Azalea plants received in first class condition.

May 19, 1930

Alabama

The two packages of Azaleas came thro' in perfect condition. I have never seen anything packed so beautifully.

May 19, 1930

Oregon

Shipment of Azaleas arrived in the best of condition.

June 4, 1930

Alabama

Azaleas received this afternoon. I think you really are the prince of packers.

May 20, 1930

Alabama

Am more than pleased with the azaleas you sent. Enclosed check for thirty more.

May 13, 1930

Louisiana

The azaleas came yesterday in perfect condition. The plants are even better than we expected.

April 28, 1930

Florida

The azaleas were received today and were in fine shape, much larger and better plants than we expected.

May 14, 1930

Louisiana

The azaleas came so promptly and were packed so perfectly I am delighted and wish you to ship me thirty more. Enclosed check to cover.

May 25, 1930

Alabama

The azaleas you sent were fine and I appreciate the manner in which you handled the order.

May 11, 1930

Louisiana

Your azaleas arrived in excellent condition. The last shipment arrived on May 8th; the one before on May 3rd; all well packed as usual.

AZALEAS FROM "LONGVIEW" WILL SATISFY YOU

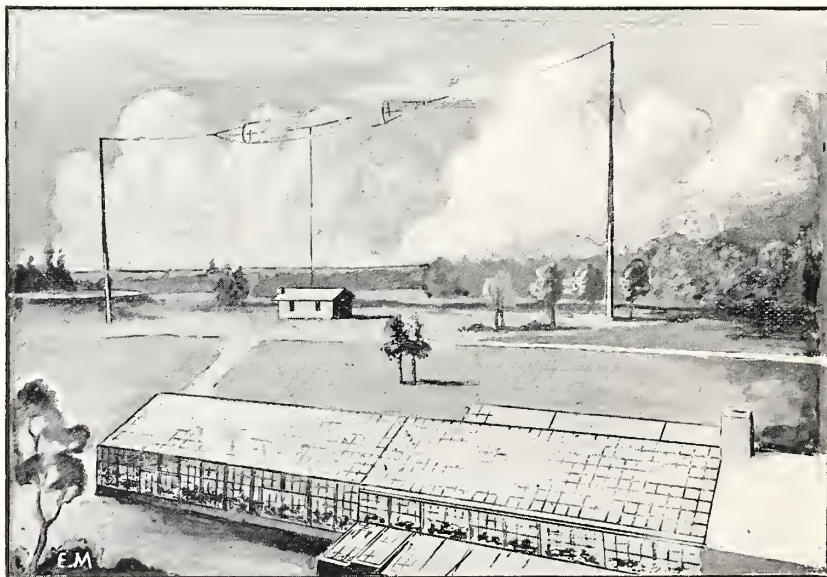
RADIO STATION WODX

"The Voice of Mobile" is located at "Longview"

Operating on a frequency of 1410 kilocycles, or 212.5 meters, with studios in the Battle House Hotel and owned by the Mobile Broadcasting Corporation, WODX has been heard from California to New York, and Canada to Cuba.

Tune in on the splendid programs. Write or wire for special request programs. Your requests will be appreciated.

Illustration on right is photo taken from top of water tower at "Longview" looking across a propagating house with radio station WODX in background and Bienville City Reservoir on the extreme left.





AZALEAS IN VARIETIES

These plants are offered subject to prior sale, and all prices to be withdrawn after December 1, 1930. No extra charge for packing if remittance accompanies order.

25 plants at 100 rate	PER 10	PER 100
Lot 1-A ALBA INDICA, 3-inch pot plants well branched	\$ 4.50	\$40.00
Lot 3-A CLEAR PINK, 3-inch pot plants	4.50	40.00
Lot 3-A CLEAR PINK, BB, lath house grown, 6- to 8-inch branched	5.00	45.00
Lot 4-A SALMON, BB, lath house grown, 6- to 8-inch branched	7.50	70.00
Lot 5-A WATERMELON, 3-inch pot plants	4.50	40.00
Lot 7-A GEORGE FRANC, BB, lath house grown 6- to 8-inch bushy	7.50	70.00
Lot 8-A PRIDE OF DORKING, BB lath house grown 6- to 8-inch bushy	7.50	70.00
Lot 9-A HINODEGIRI, BB, lath house grown 4- to 6-inch bushy	5.00	45.00
Lot 10-A BURNT ORANGE, 3-inch pot plants	4.50	40.00
Lot 14-A VITTATI FORTUNII, BB lath house grown 8- to 10-inch branched	7.50	70.00
Lot 15-A IVERYANA, BB lath house grown, very bushy 6- to 8-inch	7.50	70.00
Lot 15-A IVERYANA, BB 3-year old lath house grown, bushy	25.00	
Lot 16-A SALMON, BB lath house grown, 6- to 8-inch branched	10.00	90.00
Lot 21-A DUC D'RHON, BB lath house grown, 10- to 12-inch bushy	12.50	
Lot 24-A KEWANE, BB 3-year-old lath house grown, bushy	25.00	
Lot 41-A SALMON R54, BB lath house grown, 8- to 10-inch bushy	12.00	

In addition to the above azaleas we have many other varieties in two to five-year-old plants, but the quantity on hand is not sufficient to justify offering in a wholesale way.

Hardy Evergreen Japanese Kurume Azaleas

These are cutting grown, from seedlings of outstanding merit. They represent the best types selected from hundreds of seedlings of my own introduction, and have not been named.

Offering for the first time, three-year-old Japanese Kurume azaleas, in single and hose in hose type flowers of many shades and delicate tints.

Sold in collections of ten varieties, each labeled, BB, lath house grown stock, carefully packed, shipped all charges prepaid if check accompanies order, for \$12.50.

POSITIVELY ONLY ONE COLLECTION TO A CUSTOMER

Azaleas from "LONGVIEW" Will More than Satisfy You

Reference Merchants National Bank Mobile or any commerical agency.

MAKE CHECKS PAYABLE TO

"Longview"

Country home of Robt O Rubel, Jr.

Crichton, Ala.

"Longview" is not affiliated with any other nursery or florist establishment on the Moffatt Road or having the same address.